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The City of Farmington, Utah

Summary Report

2006



National Research Center, Inc.

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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

Understanding the Results

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 24 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 605 residents, for a response rate of 51%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 1,200 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Farmington. (For more information on the survey methodology, see Appendix B in the Report of Results. A copy of the survey materials can be found in Appendix C of the Report of Results.)

Use of the “Excellent, Good, Fair, Poor” Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is “excellent,” “good,” “fair” or “poor” (EGFP). While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents’ perceptions of quality in favor of their report on the acceptability of the level of service offered).

Putting Evaluations onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 5 points based on all respondents.

PROFILE OF FARMINGTON

As assessed by the survey, about 22% of Farmington residents have lived in the community for more than 20 years and 64% are over age 34. Another 11% are over age 64. Seventy-nine percent are currently employed; 10% rent; 90% own and 85% live in detached single family homes. Over 94% of Farmington residents have at least some college and 75% have annual household incomes above \$50,000. Two percent of Farmington residents reported that they are Spanish, Hispanic or Latino and 98% said they are White or Caucasian.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Farmington. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Farmington. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Farmington.

Quality of Life

When asked to rate the overall quality of life in Farmington, 51% of respondents thought it was “excellent.” Zero percent rated overall quality of life as “poor.” Farmington as a place to raise children received an average rating of 87 on a 100-point scale.

Ratings of Community Characteristics

The highest rated characteristics of Farmington were overall image/reputation of Farmington, overall appearance of Farmington, and sense of community. When asked about potential problems in Farmington, the three concerns rated by the highest proportion of respondents as a “major problem” were lack of commercial growth, too much growth, and taxes. The rate of population growth in Farmington was viewed as “too fast” by 65% of respondents, while 3% thought it was “too slow.”

Perceptions of Safety

When evaluating safety in the community, 89% of respondents felt “somewhat” or “very safe” from violent crimes in Farmington. In their neighborhood after dark, 89% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 8% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 76% had reported it to police.

Community Participation

Participation in the civic, social and economic life of Farmington during the past year was assessed on the survey. Among those completing the questionnaire, 93% reported visiting a park in Farmington in the past year and 50% had attended a meeting of elected officials or other local public meeting.

LOCAL GOVERNMENT

Several aspects of the government of the City of Farmington were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Farmington. Those who had any contact with a City of Farmington employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 69 on a 100-point scale.

Service Provided by Farmington

The overall quality of services provided by the City of Farmington was rated as 67 on a 100-point scale.

The City of Farmington Employees

Impressions of the City of Farmington employees were assessed on the questionnaire. Those who had been in contact with a City of Farmington employee in the past year (71%) rated their overall impression as 70 on a 100-point scale.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Farmington as listed below. The results for these questions are also available in the Report of Results.

Policy Question #1

To increase public safety and reduce erosion, the City is considering restricting motorized vehicle access (not pedestrian access) on the Weber Basin Aqueduct Road/fire break road across from Farmington's entire east bench. Only abutting property owners and public agency personnel will have access. ATV and motorcycle use between Farmington and Davis creek channels will still be permitted. To what extent do you support or oppose the City taking this action?

Strongly support	43%
Somewhat support	28%
Strongly oppose	17%
Somewhat oppose	11%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #2

Currently the City does not provide full-time fire and ambulance coverage. To what extent would you support or oppose a property tax increase of 3% (\$50 on a \$250,000 home) to expand fire coverage from 108 hours per week to 160 hours per week (which is 24 hours a day, 7 days a week)?

Strongly support	32%
Somewhat support	36%
Strongly oppose	17%
Somewhat oppose	15%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

To what extent would you support or oppose the City amending its Transportation Master Plan to accommodate UDOT's proposal to preserve a 300-foot corridor along the D&RG track in west Farmington for a future Legacy Parkway connection through western Davis and Weber Counties?

Strongly support	48%
Somewhat support	26%
Strongly oppose	20%
Somewhat oppose	6%
Total	100%

Note: "don't know" responses have been removed.
